

METHOD AND SYSTEM FOR PROVIDING REGISTRATION AND LOSS
PROTECTION SERVICES TO CONSUMER JEWELRY OWNERS

5 ABSTRACT OF THE DISCLOSURE

10 The present invention relates to a method for providing registration services and loss
protection services related to marked jewelry for new jewelry consumer purchases or existing
consumer owned items. Upon transferring ownership of a uniquely inscribed, marked,
encoded, or otherwise identifiable gemstone or jewelry item, the facilitator of the registration
and loss protection services (e.g., a dealer or retailer) includes (without limiting it to) both a
database registration service and a loss protection service. This may occur before, or shortly
after a transfer of ownership transaction takes place. Ultimately, this leads to the end
consumer receiving at point of sale registration services and loss protection services included
in their diamond, gemstone and/or jewelry purchase, which creates many added-value
benefits and peace of mind such as providing replacements. Detailed information pertaining
to the jewelry owner, the identification information and characteristics and value of the
jewelry item, along with other relevant information may be registered into a database for
tracking, identification, protection and recovery purposes. Data can be entered prior to sale
to a consumer for greater tracking throughout a distribution chain. The method also
20 comprises updating the database upon the occurrence of an event relating to the marked
jewelry item, including: a transfer of ownership, loss, destruction, theft, damage, recovery,
settlements, as are current and updated evaluations.